ABSTRACT OF THE DISCLOSURE

An image processing apparatus includes a detecting unit
that detects pieces of additional information embedded in
image data, an analyzing unit that analyzes the detected pieces
of additional information, and an embedding unit that (a)
updates, when the analyzing unit analyzes that any of the
detected pieces of additional information includes
predetermined information, the predetermined information
included in the piece of additional information, and embeds
the updated predetermined information into image data at a
location where the predetermined information is originally
embedded, or (b) embeds, when the detected pieces of additional
information do not include the predetermined information,
a new piece of additional information including updated
information, into the image data at a location that does not
overlap locations where the detected pieces of additional
information are embedded, the updated information being
equivalent to the predetermined information.